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# Professional Development – I’m Done! – or Am I?: Managing Manuscript Submission

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## Clinical Staff Development 2013 Symposium

# I'm done! – or am I?

# Managing manuscript submission

Linda Matula Schwartz, MDE, AHIP  
Director, Knowledge Management



# Objectives

- List documents to keep throughout the writing and publishing process – there are more than you think!
- List techniques for finding and assessing a journal to submit a manuscript
- Publishing in Open Access journals – good idea?
- Weathering the review process
- It's accepted! What are author rights? Why MUST you keep some of them?
- Understanding the author agreement negotiation process

# Activity

Create your “manuscript”  
on why you want to publish

- 1 minute
- At least 3 sentences
- Date it



# My Manuscript

“MY work!”, I proudly state.

Where to send?

Files to keep?

Give it away?

Share it to grow?

It took lots of time to create!

# Keep these Documents



- All versions of your work to track revisions
  - the first submitted manuscript
  - any revisions sent to publisher – Date each revision
  - the final accepted manuscript with all changes, edits
  - all supplementary materials - even if not published: data, addenda, tables, figures, images, etc.
  - the final formatted published version from publisher
- Your submitted abstract and any revisions
- ALL documentation of permissions for any material included from others' copyrighted works in writing
- the author agreement – for reference to the rights kept and negotiated – THIS IS VITAL !!!
- ALL correspondence with publisher
- If you are a co-author - Get copies of EVERYTHING!

# Choosing a Journal to Publish In

- Determine the audiences and the journals that might reach them
- Picking the journal
  - Literature search
  - Think beyond the obvious or the journals you know – crossover topics
  - What level of reputation do you seek ?
  - What type of article did you write?
  - Open Access – OK or “No Way”?
- Query the editor for interest especially for high impact/volume journals



# Activity

- Read the actual titles of these articles
- Pick out main themes
- What types of journals might be interested in publishing this? Think beyond the obvious!



# Title

A randomized, controlled trial to evaluate topical anesthetic for 15 minutes before venipuncture in pediatrics

## Themes:

Pediatrics  
Anesthesiology  
Allied Health  
Family Practice  
Nursing  
Emergency Medicine  
Laboratory Medicine

Brenner SM, Rupp V, Boucher J, Weaver K, Dusza SW, Bokovoy J. A randomized, controlled trial to evaluate topical anesthetic for 15 minutes before venipuncture in pediatrics. **American Journal of Emergency Medicine** 2013 Jan;31(1):20-5.

# Title

## Establishing a comprehensive networkwide pressure ulcer identification process

### Themes:

Quality  
Patient Safety  
Wound care  
Healthcare administration  
Healthcare Informatics  
Joint Commission  
AHRQ  
Nursing  
Process Improvement  
Finance

Vose, C., Murphy, R., Burmeister, D., Buckenmyer, C., Davidson, C., Meltsch, T., & ... Porter, B. (2011). Establishing a comprehensive networkwide pressure ulcer identification process. **Joint Commission Journal On Quality And Patient Safety / Joint Commission Resources**, 37(3), 131-137.

# Title

## Clinical application of hypnosis for management of needle phobia patients

### Themes:

Pain management  
Hypnosis  
Complimentary/alternative medicine  
General medicine  
General nursing  
Behavioral health

Lu, D. & Lu, G. (2006). Clinical application of hypnosis for management of needle phobia patients. ***Pain Control in Dentistry***, 31(2), 41-42.

# Who might be interested?

- Behavioral/psychological aspects
- Financial aspects
- Quality
- Safety
- Process improvement
- Ethical aspects
- Ancillary audiences

# Choosing a Journal to Publish In: Impact Factors

In theory: Journals with higher “impact factors” are those that publish papers with more “impact” usually measured by the frequency of citation of the papers. Impact factors may be found on the journal’s homepage or by contacting a librarian.

- Impact Factor: 
$$\frac{\text{\# of papers published in a journal in 2 previous years}}{\text{\# of citations of papers published in a journal in 1 year}}$$
  
Computes the citation rate of a journal as a whole
- Eigenfactor: Ranking based on the number of citations in a journal with citations from higher ranking journals weighted to contribute more to the score than lower ranked journals
- h-index: Ranking based on a journal’s most cited papers and the number of times they are cited in other publications

# Want to be accepted by a “high impact” journal?



- Do important, unique, high quality work
- Write it well - for both scientists (peer reviewers) and outsiders (editors/others)
- Use the journal's instructions for authors!
- Make sure you have enough data to tell a story and its effect in the field
- Biggest mistakes? Including a question in the introduction that isn't answered in the paper or a conclusion not supported by the data

# Match the work to the journal

Read the journal's overview on its homepage and be sure you can describe why the work fits their coverage and readership



# Submit to an Open Access Journal ?

## What is open access?

Documents or info freely to the public via the internet. The info allows anyone to “...read, download, copy, distribute, print, search, or link to the full texts of...articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself.” ([Budapest Open Access Initiative](#))

Open access may be required by some funders (NIH)



# Gold vs Green Open Access

## ■ Gold open access

- Primary publishing through an open access journal
- Secondary publishing through a commercial journal with or without an embargo period with access either via the publisher or institutional repository

## ■ Green open access

- Primary publishing in a institutional repository with or without peer review
- Self-publishing

# Points to Consider –Regardless of Publishing Model

- Impact varies depending upon journal whether OA or commercial
- Inclusion in bibliographic databases varies but inclusion is a point in favor
- Research any journal before submitting
- Concerns about authenticity of work arise in both models

# Before submission

- Agree upon who will be the primary and corresponding author
- Gather author demographics – full names, affiliations
- Check all materials – written copyright permissions for anything you didn't create, consent forms for photos
- Make sure formatting is in accordance with instructions
- Statement of contributorship if required

# Submit with cover letter/email:

- Addressed to the editor
- Correct journal name – “The Lancet”
- Brief description of the work, its result and why readers would want to read it
- Brief statement on why you are submitting to their journal matching their coverage and readership
- Include all items required in author instructions for submission

# Wait

- You should get an acknowledgement of receipt
- You may get assigned a reference number to use in all future correspondence

## And wait....

- Can take up to 6 months for decision
- Start your next article!

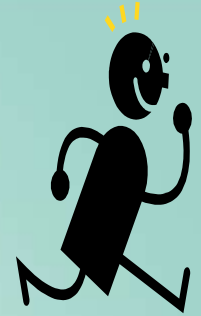


## Four possible responses:

- Rejection
- Rejection but invitation to revise and resubmit
- Acceptance contingent on peer review
- Unconditional acceptance (rare!!)



# Rejected? – Revise!



- Most likely because it didn't fit the journal – try a similar journal or another journal audience
- If comments are given, rework even if submitting elsewhere - You could get the same reviewers a second time!
- Can you tailor it for a different audience?
- Is there data you held back originally that you can use to revise?



# Conditional acceptance? Criticism? – Reframe it!

- Find the learning points – use as an opportunity to improve the work
- Assume the reviewers' best intentions
- Keep an open mind - just as you want the reviewers to also be open-minded!
- Respect the reviewers and editor commitment to the work – they are colleagues



# Weathering peer review: Reviewers always want **MORE**

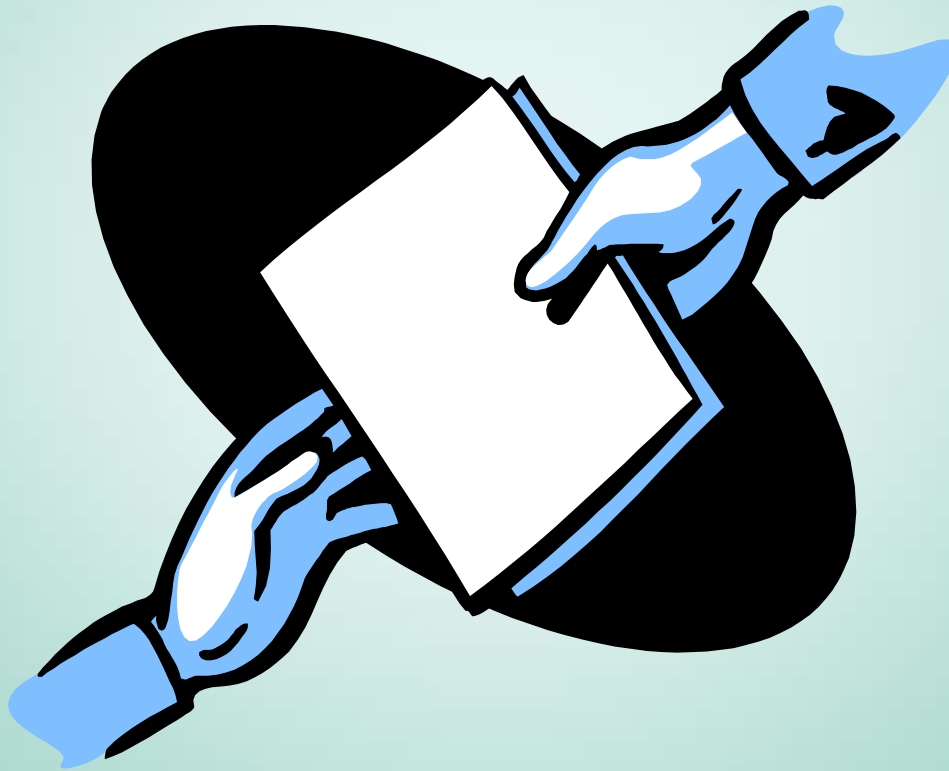
- Respond to all reviewers' questions point by point with more data, more explanation, more testing if possible
- If you can't answer a question, discuss a plan of action with the editor before resubmitting or explain why you can't make a suggested change
- Revise according to suggestions and detail in response where the changes are addressed with page reference
- Fix and explain any errors.

# Finally! Acceptance!

- Proofread CAREFULLY. Have multiple people proofread. Don't rely on spellcheck.
- Revise within the specified time frame

# Activity:

## Transfer of Copyright Ownership



# You are the Publisher

Will you let the author:

- Post it to the internet?
- Make or permit others to make copies of it?
- Distribute copies to their colleagues or students?
- Turn it into a new work e.g. poster/ book/chapter?
- Post it to an internal intranet/Sharepoint?
- Place it in their online institutional repository? If so, when?

# **Author Rights: What are they?**

Rights that an author retains in their published work after transfer of some rights to a publisher via a legally binding author agreement. While the publisher often becomes the owner of the work, the author may use their retained rights in the work.

# Good News

Transferring copyright doesn't have to be all or nothing.

The law allows you to transfer copyright while holding back rights for yourself, your institution and others.





# Why negotiate author rights?

- You and your institution want to continue to use the work YOU produced!
- Rights are attainable!
- Usage should matter as much as prestige. Isn't sharing information really why you wrote the article?
- It's the right thing to do
- It may be a requirement where you work.



# Why negotiate author rights?

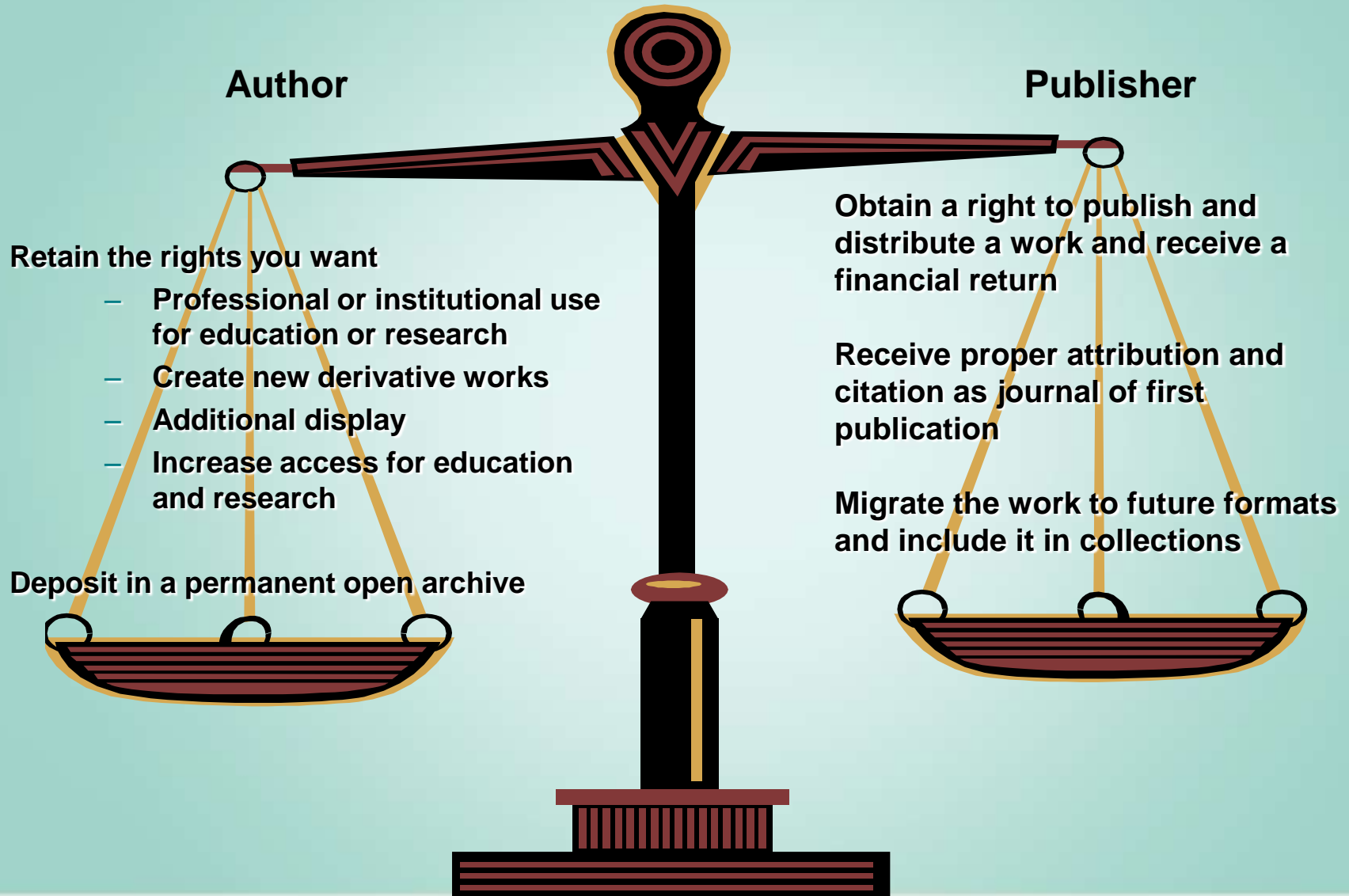
At LVHN, you are required to cooperate in negotiating rights per Administrative policy for articles, posters, presentations and other works that have used any LVHN facilities, materials, personnel or other resources.

- C. The Lehigh Valley Health Network endeavors when appropriate to secure intellectual property protection for the products of such research and to encourage commercial investment in and development of Network intellectual property
  - 1. When the Network determines to seek the patent, copyright or any other legal protection for these inventions it owns, the inventor(s) shall cooperate fully in such an effort. The Network shall without expense to the inventor(s) provide the professional services as it deems necessary to accomplish this purpose.

# **Without specific rights, you/your institution may not legally be able to :**

- Post the work to a website, an intranet, a network Sharepoint, an institutional repository, or a subject based repository.
- Distribute the work via print or electronic media to others – students, colleagues, etc.
- Create a derivative work using it as a basis for future articles or other works like book chapters.
- Grant permission to anyone else to use the material.

# It should be a balance...



# Author Agreement

- Legal document
- Transfers some or all rights of the author or copyright owner to a publisher
- Outlines the roles and responsibilities of the author and publisher
- Contains information about
  - Transfer of rights
  - Copyright
  - Ownership
  - Manuscript specifications
  - Use of copyrighted material within manuscript
  - Publication specifics
  - Review of final copy.

**Review carefully before signing!**  
**Once signed, adhere strictly to  
the points outlined!**



Sigler

# Main Parts of Author Agreement

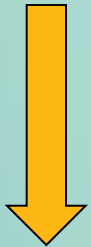
- **Grant of rights:** This gives to the publisher the exclusive right to print, publish, distribute, and sell the work in any media format including electronic. You no longer "own" this content
- **Copyright:** The copyright for the publication is taken in the name of the publisher. In other words, the publisher, not the author, holds the copyright to the author's work. Exceptions may apply for concepts, models or instruments created by the author if negotiated with the publisher
- **Guarantee of ownership:** In this section of a contract, the author guarantees that the manuscript is original, except for those sections that are being adapted or reprinted with permission.
- **Manuscript:** Details the manuscript requirements, delivery date/final deadline, submission of tables, figures etc. The publisher has the right to refuse any copy not submitted on time.
- **Use of copyrighted material:** The author is responsible for obtaining written permission to use any table, figure, or information that has been published in another form.



# Asking for Rights: The Author Addendum

Legal document appended to an author agreement. Used to negotiate how an author can continue to use the copyrighted work after transfer of some rights to a publisher. May include:

Most  
Likely



Less  
Likely

- Ability for the author's institution to use the work.
- Ability for the author's funding agency to use the work.
- Ability to make copies of the work in any format
- Ability to prepare new works based on the copyrighted work.
- When and under what circumstances, if any, people at other institutions can use the work.
- Ability to authorize others to use the work.

# What rights may I need?

- A non-exclusive right to make and use derivative works, even for future publication, e.g. turn an article into a chapter
- A non-exclusive right to self-archive the published version six months after publication in any repository
- A non-exclusive right for my institution to use and copy the work for any activity for internal use at the institution
- A non-exclusive right to use the article in teaching
- A non-exclusive right to give a copy to my students or colleagues
- An exclusive right to republish in a volume of solely your own work
- Media rights

# Remember

- Don't automatically sign an author, poster or presentation agreement.
- Negotiate for repository access. Try to retain the right to (in order of preference):
  - a) submit the finished article/work into the your institutional repository without an embargo period (immediate deposit - preferred)
  - b) submit the finished article/work into the repository with an embargo period
  - c) submit the accepted manuscript/work into the repository without an embargo period
  - d) submit the accepted manuscript/work into the repository with an embargo period





# Publisher Rejected the Author Addendum?



- Explain why it is important to retain the requested rights in your work.
- Ask why the license rights amended by the Author's Addendum are not sufficient to allow publication.
- Ask what rights the publisher will allow to be retained. For example, will a six- or twelve-month embargo help negotiations?
- Amend the author addendum and retry – multiple times if need be!

Reference: SPARC Addendum

**Questions?**

# References

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- Suber, P. *Balancing author and publisher rights*, 2007. Retrieved from <http://www.earlham.edu/~peters/fos/newsletter/06-02-07.htm>

# References

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- Budapest Open Access Initiative  
<http://www.opensocietyfoundations.org/openaccess>

# Images

All images are Microsoft clipart.

# Resources

- LVHN Library Services: Evidence Based Medicine and Current Awareness subject guide. Module 9; Additional resources: Writing for Publication, Citing Literature, Grant Applications, Ethics. Available to LVHN staff at <http://www.lvh.com/WebPublic/diveducation/dived/Library/InfoMastery/InfoMastery.htm>
- LVHN Library Services: Writing and Citing. Available to LVHN staff at <http://lvhwebcontent.lvh.com/?id=2175&sid=1>
- Wager E, Godlee F, & Jefferson T. How to survive peer review. BMJ Books, 2002. Available at <http://www.bmj.com/sites/default/files/attachments/resources/2011/07/wager.pdf>

# Resources

- Criteria for Determining Predatory Open-Access Publishers, 2<sup>nd</sup> edition, 2012. Available at <http://scholarlyoa.com/2012/11/30/criteria-for-determining-predatory-open-access-publishers-2nd-edition/>
- Beall's List: Potential, possible or probable predatory scholarly open-access publishers, 2012. Available at <http://scholarlyoa.com/publishers/>
- LVHN Scholarly Works. Available at <http://scholarlyworks.lvhn.org/>